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CERTIFIED
PLASTIC
NEUTRAL
plasticbank.org



LUXURY AIR FRESHENERS
2023 PRODUCT GUIDE



The FRSH Scents® mission is to make life's journeys better. We bring FRSH design and the world's finest fragrances to keep your space looking good and smelling FRSH.

Plus, through our partnership with The Plastic Bank, every FRSH Scents® product on average pays for the equivalent of 3 plastic bottles to be collected and recycled.

Discover more at frshscents.com and [@frshscents](https://www.instagram.com/frshscents).



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A FRSH START

OUR STORY

When we started FRSH Scents® we didn't just want to make great products, we also wanted to make a difference.

Our ambition was to create a brand and a product range that was not only great for our customers, but was also contributing towards a greater good.



2017



FRSH Scents® is born!

2018



Partnership with The Plastic Bank® creating the first plastic neutral air freshener range

Brand launch in Europe and USA. Products ship internationally.

2019

International distribution begins



Calm Scents® sub-brand produced

2020

New packaging launched increasing sales



L.O.L. Surprise!® range exclusively licenced

2021

Private Label collections developed for major retail brands

Product range expands with innovative new designs including Ultrasonic Diffuser

2022



Ultra Scents® sub-brand created

Exclusive new Vacation Collection products launched



Cumball 3000® rally collaboration

KEY LOCATIONS

GLOBAL OPERATION

We have industry leading products designed in the UK, with fragrances developed in France as well as production and distribution centres around the world.

 **UNITED KINGDOM**
Chichester
Design & Marketing

 **HONG KONG**
Wanchai
Headquarters

 **CHINA**
DongGuan City
Sourcing & QC

FRSH OFF THE PRODUCTION LINE

SUSTAINABLE APPROACH

FRSH Scents® comply with the highest social and environmental standards on the market.

Our ambition is to lead the industry on sustainability with the best products in the market. This means that quality runs through everything we do, from the continuous development of new formats and fragrances through to dedicated QA and compliance with the highest product safety standards.

A focus on high quality and high service levels has quickly established FRSH Scents® as one of the fastest growing brands in the market with distribution all around the world.

Work with us to make life's journeys better and help turn the tide on plastic waste.



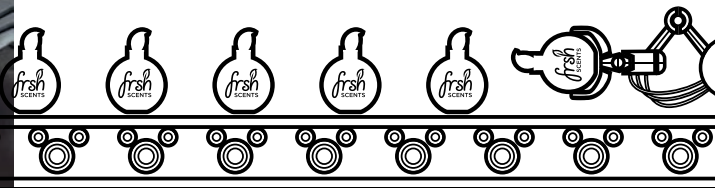
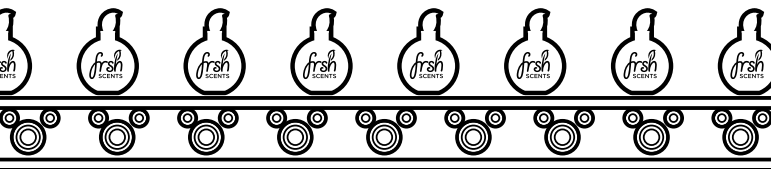
Certified Plastic Neutral

Through our offset program with The Plastic Bank, FRSH Scents® products are responsible for much more plastic being reclaimed and recycled than are used.



Recyclable

All our product packaging use recyclable paper.





A FRSH APPROACH

EVERY FRSH SCENTS® PRODUCT REDUCES WASTE AND POVERTY



Our products have paid for over **115,000kg** of plastic waste to be collected and recycled. That is the equivalent of over **5.7 million** water bottles and counting!

Ocean plastic is a huge growing problem for everyone. As a socially responsible manufacturer we wanted to ensure that we were part of the solution, not part of the problem.

Through our offset program with The Plastic Bank, every FRSH Scents® product contributes to their award winning program that reduces waste and poverty.

On average each FRSH Scents® product pays for the equivalent of 3 plastic bottles to be collected and recycled. As a result our products are responsible for much more plastic being reclaimed and recycled than we use. This means every single FRSH Scents® product is **Certified Plastic Neutral**.

"Choose FRSH Scents® and not only will you get great products but you and your customers will also be supporting a great program that is at the forefront of the war on plastic waste."

DAVID KATZ
Founder & CEO, The Plastic Bank



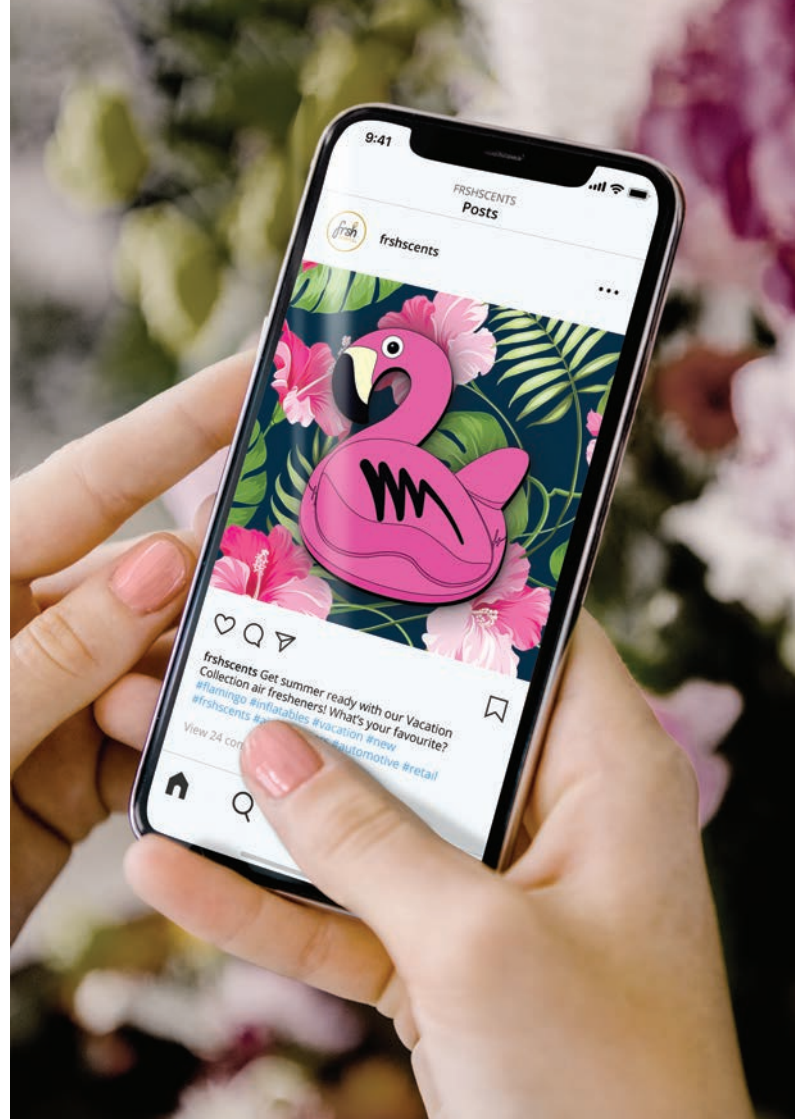
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FOLLOW US

@FRSHSCENTS

Follow us online at frshscents.com and on social media @frshscents to join us on our journey.



WE ARE SOCIAL

TRULY ENGAGING BRAND AWARENESS

Recognising that the majority of purchasing decisions are now made online, we use social media to reach the right people with the right products.

We work with social influencers who love our products as well as creating original engaging content to build brand awareness and loyalty from an ever-growing audience.

The premium design of our products makes them visually appealing too, meaning that social media is a great platform to effectively to engage customers and, in turn, drive sales.

Our customers are savvy and understand that buying FRSH Scents® is about more than just making a choice based on great design and beautiful fragrances as they know that every time they choose FRSH Scents® they also choose a brand that cares about the environment as much as they do.

CASE STUDY



1. We start the ball rolling with beautiful and engaging content.
2. Customers start talking and interacting. The word spreads...
3. Influencers pick up the baton and the FRSH Scents® following grows!



Introducing the latest FRSH Scents® product range.



LUXURY CARD

SCENTED PAPER
SINGLE & TWIN PACK EDITIONS

- BLACK CHERRY
- BUBBLEGUM
- CITRUS
- COCONUT CRUSH
- FRENCH VANILLA
- FRESH COTTON
- INDIGO ICE
- LAVENDER
- NEW CAR
- OCEAN BREEZE
- PEONY & BLUSH SUEDE
- RED APPLE
- TROPICAL
- VELVET ROSE & OUD

SINGLE	TWIN
FR9569	FR1386
FR1444	FR1499
FR1437	FR1482
FR9613	FR1409
FR9810	FR1317
FR9583	FR1423
FR9606	FR1416
FR1642	FR1659
FR9576	FR1379
FR1413	FR1468
FR9521	FR1324
FR1420	FR1475
FR1406	FR1451
FR9545	FR1355

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	480	W7.5 x D0.5 x H19.4



HANGING DIFFUSER

2ML SCENTED OIL CAPSULE
LASTS UP TO **45** DAYS

BLACK CHERRY
BUBBLEGUM
FRENCH VANILLA
FRESH COTTON
NEW CAR
OCEAN BREEZE
TROPICAL
WOODLAND STRAWBERRY

FR9439
FR1550
FR9903
FR9453
FR9446
FR1543
FR1536
FR9460

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	576	W8.5 x D0.8 x H19.2



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DELUXE BOTTLE

SCENTED POLYMER
LASTS UP TO **30** DAYS

BLACK CHERRY
FRENCH VANILLA
FRESH COTTON
NEW CAR
TROPICAL
VELVET ROSE & OUD

FR8654
FR9842
FR8678
FR8661
FR1505
FR8630

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 x D2.2 x H13.5



DISPLAY +16 UNITS
W39 x D21 x H32cm
FD001



DELUXE GLASS BOTTLE

7ML SCENTED OIL
LASTS UP TO **45** DAYS

BLACK CHERRY
FRENCH VANILLA
FRESH COTTON
NEW CAR
TROPICAL
VELVET ROSE & OUD

FR1638
FR1560
FR1676
FR1621
FR1512
FR1645

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 x D2.5 x H15



FR1638



FR1560



FR1676



FR1621



FR1512



FR1645

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SCENTS.

VENT STICKS

4x SCENTED VENT STICKS
LASTS UP TO 60 DAYS

*Not available in the United States.

BLACK CHERRY
FRENCH VANILLA
FRESH COTTON
NEW CAR

FR8913
FR9866
FR8937
FR8920

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 x D2 x H19.2



FR8913



FR9866



FR8937



FR8920



VENT CLIP OIL DIFFUSERS

2x 2.5ML SCENTED OIL
LASTS UP TO **90** DAYS

- BLACK CHERRY
- FRENCH VANILLA
- FRESH COTTON
- NEW CAR
- TROPICAL
- VELVET ROSE & OUD
- WOODLAND STRAWBERRY

- FR9170
- FR9880
- FR9194
- FR9187
- FR1529
- FR9156
- FR9200

7ML SCENTED OIL
LASTS UP TO **45** DAYS

- FRENCH VANILLA
- FRESH COTTON
- NEW CAR
- WOODLAND STRAWBERRY

- FR1164
- FR1270
- FR1225
- FR1249

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W8.6 x D2.3 x H19.4



GEL POTS

2.5OZ (Pegged)
LASTS UP TO 30 DAYS

- BLACK CHERRY

FR9309
- FRENCH VANILLA

FR9897
- FRESH COTTON

FR9323
- NEW CAR

FR9316

5OZ (Shelf Packs x4)
LASTS UP TO 45 DAYS

- BLACK CHERRY

FR1485
- NEW CAR

FR1478
- TROPICAL

FR1567
- VELVET ROSE & OUD

FR1461

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	96	W8.6 x D3.6 x H19.2
24	48	W6.6 x D6.6 x H6.5



FR9309



FR9897



FR9323



FR9316



2.5oz



5oz



FR1485



FR1478



NEW!

FR1567



FR1461



ALL AVAILABLE IN
SHELF READY 4 PACKS



LUXURY FLOWER

SCENTED STONE VENT CLIPS
LASTS UP TO 30 DAYS

FRESH COTTON
PEONY & BLUSH SUEDE
VELVET ROSE & OUD
WOODLAND STRAWBERRY

FR9712
FR9651
FR9675
FR9729

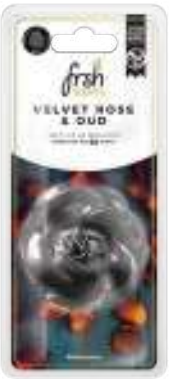
INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	216	W9 x D3.8 x H19.5



FR9712



FR9651



FR9675



FR9729

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ORGANIC TIN

42G ORGANIC PAD
LASTS UP TO **60** DAYS

BUBBLEGUM
CHERRY
COTTON
NEW CAR
STRAWBERRY
VANILLA

Pegged
FR-P-1249
FR-P-1207
FR-P-1244
FR-P-1222
FR-P-1212
FR-P-1205

Tins*
FR049
FR007
FR044
FR022
FR012
FR005

MIXED

FR12CT

*12 Pack

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
12	72	W7.6 × D4 × H17.8
12	144	W6.8 × D6.8 × H4



SCENT
CONTROL
LID

MADE IN
USA



DISPLAY +12 UNITS
W21 x D16 x H7cm

FR12CT



FR-P-1249
FR049

FR-P-1207
FR007

FR-P-1244
FR044

FR-P-1222
FR022

FR-P-1212
FR012

FR-P-1205
FR005

VACATION COLLECTION

Add a summer vibe to your space with our awesome Vacation Collection of luxury air fresheners, exclusively by FRSH Scents®.

Inspired by exotic destinations and pool-side inflatables, these super fun collectables come in limited edition fragrances specially selected to capture the essence of holiday adventure!

by
frsh
SCENTS®



HULA GIRL

SCENTED POLYMER
LASTS UP TO **30 DAYS**

PINA COLADA

FR9750



FR9750



INNER CTN QTY
24

OUTER CTN QTY
192

PRODUCT SIZE (cm)
W7.8 × D4.6 × H19.2

SURFBOARD

SCENTED POLYMER
LASTS UP TO **30 DAYS**

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR9781
FR9798



FR9781

FR9798

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 × D2.2 × H19.2



SANDAL

SCENTED POLYMER
LASTS UP TO **30 DAYS**

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR4484
FR4491



FR4484

FR4491

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 × D2.4 × H19

FISHHOOK NECKLACE

SCENTED POLYMER
LASTS UP TO **30 DAYS**

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR6688
FR6695



FR6688

FR6695

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 × D2.2 × H19.2



FLORAL NECKLACE

SCENTED POLYMER
LASTS UP TO **30 DAYS**

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR9767
FR9774



FR9767

FR9774

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	192	W7.5 × D3.6 × H19.2

VACATION INFLATABLES
LUXURY CARD

SCENTED PAPER
TWIN & TRIPLE PACK EDITIONS

- BUBBLEGUM BLAST** : UNICORN

CHERRY SODA : FLAMINGO

PINEAPPLE PUNCH : CROC

TANGERINE TWIST : ISLAND

WOODY OUD : SWAN

NEW CAR : FISH

PEONY POWER : DOLPHIN

VANILLA SCOOP : DUCK

SEA BREEZE : WHALE

ICE POP : SHARK

STRAWBERRY JAM : LOBSTER

APPLE SCRUMP : TURTLE
- TWIN

VO004

VO002

VO001

VO003

VO028

VO029

VO033

VO019

VO030

VO021

VO031

VO032

MIXED : UNICORN, FLAMINGO & CROC

TRIPLE

VO005

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	480	W7.5 x D0.5 x H19.4



VACATION INFLATABLES

VENT CLIPS

SCENTED POLYMER
LASTS UP TO **30 DAYS**

BUBBLEGUM BLAST : UNICORN
CHERRY SODA : FLAMINGO
PINEAPPLE PUNCH : CROC
TANGERINE TWIST : ISLAND
WOODY OUD : SWAN
NEW CAR : FISH
PEONY POWER : DOLPHIN
VANILLA SCOOP : DUCK
SEA BREEZE : WHALE
ICE POP : SHARK
STRAWBERRY JAM : LOBSTER
APPLE SCRUMP : TURTLE

VO009
VO007
VO006
VO008
VO023
VO024
VO035
VO018
VO025
VO020
VO026
VO034

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 x D2.5 x H15



IN-CAR ULTRASONIC DIFFUSER

LAVENDER & PEPPERMINT
FRAGRANCE OILS INCLUDED

UD002



Product Specifications		
INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	24	W20.2 x D8.2 x H15.6



- ✓ Fragrance oil diffuser & Humidifier
- ✓ Provides fragrant, calming mist for up to 5 hours
- ✓ Soft touch Premium rubberised finish
- ✓ USB connectivity Car, home or office use
- ✓ Ambient LED light 7 colour options
- ✓ Whisper quiet <36dB
- ✓ Auto shut-off With Anti-Dry Protection
- ✓ Compact size fits almost any vehicle cup holder Height 120mm Top ø70mm Base ø60mm



ULTRA SCENTS®

Introducing Ultra Scents Air Fresheners.
A knockout array of bold fragrances with
ultra cool styling.

by
frsh
SCENTS®



LUXURY CARD

SCENTED PAPER

TWIN PACK EDITIONS

ULTRA CHERRY
ULTRA FIERCE
ULTRA NEW CAR
ULTRA NOIR

UL001
UL002
UL003
UL004

INNER CTN QTY
24

OUTER CTN QTY
480

PRODUCT SIZE (cm)
W7.5 x D0.5 x H19.4



fresh
SCENTS

DELUXE HANGER

SCENTED POLYMER

ULTRA CHERRY
ULTRA FIERCE
ULTRA NEW CAR
ULTRA NOIR

POWER
YOUR DRIVE
FOR UP TO
30 DAYS

UL009
UL010
UL011
UL012

INNER CTN QTY
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W7.5 x D2.2 x H13.5



fresh
SCENTS

VENT CLIPS

SCENTED OIL DIFFUSERS

2x2.5ml

ULTRA CHERRY
ULTRA FIERCE
ULTRA NEW CAR
ULTRA NOIR

POWER
YOUR DRIVE
FOR UP TO
90 DAYS

UL005
UL006
UL007
UL008

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W8.5 x D2 x H19.4



UL005



UL006



UL007



UL008

frsh
SCENTS

100-DAY ORGANIC CAN

ORGANIC PADS

52g

- ULTRA CHERRY
- ULTRA ICE
- ULTRA LEMON
- ULTRA NEW CAR
- ULTRA TROPICAL
- ULTRA VANILLA

MIXED 12 PACK

POWER
YOUR DRIVE
FOR UP TO
100 DAYS

- PEGGED
- UL021
 - UL022
 - UL023
 - UL024
 - UL025
 - UL026

CANS
UL027CT

ITEM	INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
Pegged	12	72	W7.6 × D4 × H17.8
12 Pack	12	144	W6.8 × D6.8 × H4

SCENT
CONTROL
LID
MADE IN
USA



DISPLAY +12 UNITS
W21 x D16 x H7cm

UL027CT



UL021

UL022

UL023

UL024

UL025

UL026

PRIVATE LABEL

YOUR BRAND, OUR KNOWHOW.

We know what's involved in developing a range of high quality, branded air fresheners that have customer appeal. Range development, branding and product design all require expertise ...and then comes the sourcing.

Is the factory reliable?
Have they been COC audited?
Will the products meet leading safety standards?
Will they deliver on time?

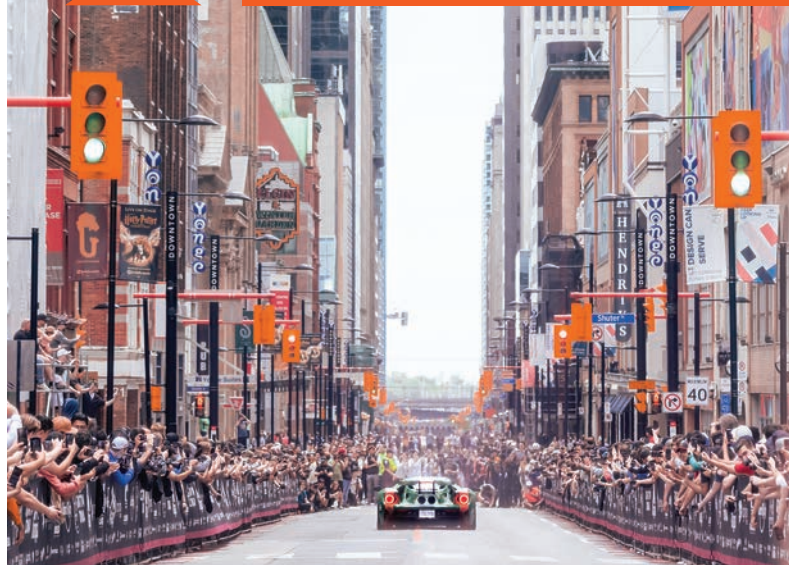
All of these questions and more are why some of Europe's leading retailers trust us to produce private label air fresheners for their customers.

We provide a turnkey service from product ideation, fragrance development, branding and packaging design to production, quality control and delivery. To date we have designed, developed and produced stunning collections for a variety of big name brands.



PRIVATE LABEL CASE STUDY

Founded in 1999 by British entrepreneur Maximillion Cooper, Gumball 3000 is a car rally which has taken thousands of supercars and entrants on an epic journey all across the globe, touching down on every continent to create one of the greatest bucket list experiences possible behind a wheel.



PRIVATE LABEL CASE STUDY



SCENTED PAPER
TWIN PACK

CHERRY
FIERCE
ICE
NEW CAR
MIXED : NEW CAR + CHERRY

GB001
GB002
GB003
GB004
GB006

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	480	W7.5 x D0.5 x H19.4



PRIVATE LABEL CASE STUDY



VENT CLIP DIFFUSERS

2 x 2.5ML
LASTS UP TO 90 DAYS

CHERRY
FIERCE
ICE
NEW CAR

GB011
GB012
GB013
GB014

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W8.5 x D2 x H19.4



PRIVATE LABEL CASE STUDY



DELUXE
DISC

SCENTED POLYMER
LASTS UP TO 30 DAYS

CHERRY
FIERCE
ICE
NEW CAR

GB007
GB008
GB009
GB010



INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 x D2.2 x H13.5



GB007



GB008



GB009



GB010



PRIVATE LABEL CASE STUDY



SCENTED POLYMER
LASTS UP TO 30 DAYS

CHERRY
FIERCE
ICE
NEW CAR

GB015
GB016
GB017
GB018



INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	W7.5 x D2.2 x H13.5



PRIVATE LABEL CASE STUDY



ULTRASONIC DIFFUSER

NEW CAR + CHERRY
FRAGRANCE OILS INCLUDED

BOX SET

UD003

INNER CTN QTY
24

OUTER CTN QTY
24

PRODUCT SIZE (cm)
W20.2 x D8.2 x H15.6



UD003



- ✓ **Fragrance oil diffuser & Humidifier**
- ✓ **Ambient LED light**
7 colour options
- ✓ **Provides fragrant, calming mist for up to 5 hours**
- ✓ **Whisper quiet**
<36dB
- ✓ **Soft touch**
Premium rubberised finish
- ✓ **Auto shut-off**
With Anti-Dry Protection
- ✓ **USB connectivity**
Car, home or office use
- ✓ **Compact size fits almost any vehicle cup holder**
Height 120mm
Top ø70mm
Base ø60mm

frsh
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DISPLAY UNITS

POINT OF SALE

A range of displays are available for floor and counter top placements. We can also create bespoke solutions for your requirements.



Reusable
and Recyclable



DISPLAY +36 UNITS
W124 x D26 x H45cm
FD007



DISPLAY +16 UNITS
W40 x D20 x H25cm
FD011



DISPLAY +72 UNITS
W45 x D30 x H122cm
FD008



DISPLAY +72 UNITS
W45 x D30 x H122cm
FD009



DISPLAY +16 UNITS
W59 x D21 x H52cm
FD001



DISPLAY +12 UNITS
W21 x D16 x H17cm
UL027CT



DISPLAY +144 UNITS
W46.5 x D27 x H152cm
FD006



CLIPSTRIPS
W7.5 x D1.5 x H100cm
FD010

These designs represent just a sample of the displays we have produced. Other floor and counter display options are also available.





GET IN TOUCH

To find out more about our products or for distribution and stockist enquiries please get in touch and a member of our team will be pleased to assist you.

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frshscents.com

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